

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----004497 140655Z /15

R 140414Z APR 78
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 7060

UNCLAS SECTION 01 OF 02 TOKYO 06443

E.O. 11652: NA
TAGS: BEXP, JA
SUBJECT: VSMF QUARTERLY EVALUATION: TOKYO

REF: USDOC 6495

SUMMARY. THE VSMF WAS IN FULL-TIME OPERATION FOR THE JANUARY-MARCH QUARTER IN THE BUSINESS INFORMATION CENTER IN TOKYO. THE VSMF WAS DISPLAYED AT THE EMBASSY BOOTH AT THE INTEREPCON '78 SHOW (ELECTRONIC COMPONENTS AND EQUIPMENT) IN JANUARY. USER QUESTIONNAIRE AND PUBLICITY MAILINGS WILL BE CONDUCTED SHORTLY. USER COMMENTS CONTINUE TO BE FAVORABLE. END SUMMARY.

1. STATISTICS ON VSMF USE FOLLOW. TOTAL NUMBER OF USERS: 115. PERCENT OF FOREIGN BUSINESS BUYERS, 98 PCT; PERCENT OF OTHERS (TRAVEL AGENTS), 2 PCT. VSMF FILES USED: DOCUMENTATION, 33 PCT; BUILDING PRODUCTS, 28 PCT; PLANT ENGINEERING, 16 PCT; MEDICAL, 14 PCT; DESIGN ENGINEERING, 8 PCT; TRANSPORTATION, 1 PCT. NUMBER OF HARD COPIES MADE, 582.

2. PRODUCT CATEGORIES SEARCHED (BY SIC CODE AND PRODUCT CATEGORY):

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2520 CABINETS
2540 (COUNT TWICE) STORE FIXTURES
2819 (COUNT TWICE) CHEMICALS, RADIOACTIVE MATERIALS
3831 (COUNT TWICE) BIOMEDICAL PRODUCTS, BLOOD BANK
- EQUIPMENT(ERROR: SICNO. IS 2831 RPT 2831)

2899 COATING OIL

3069 (COUNT TWICE) RUBBER SHOCK ABSORBER, RUBBER

- PRODUCTS

3079 (COUNT FOUR TIMES) POLYSTYRENE PRODUCTS,

- PLASTIC PIPE AND FILMS, PETROCHEMICALS

3253 CERAMIC TILE

3264 CERAMIC INSULATOR

3271 CONCRETE BLOCK

3272 PRECAST CONCRETE

3292 ASBESTOS PRODUCTS

3296 (COUNT SIX TIMES) INSULATION MATERIAL

3312 (COUNT FOUR TIMES) STEEL PRODUCTS

3325 STEEL STOCKS

3423 HANDTOOLS

3433 (COUNT TWICE) SOLAR HEATING EQUIPMENT

3440 METAL PRODUCTS

3442 METAL WINDOWS

3448 (COUNT THREE TIMES) ALUMINUM SIDING

3452 (COUNT THREE TIMES) FASTENER

3494 (COUNT SEVEN TIMES) VALUE

3499 SLIDING STAIRWAY

3531 (COUNT FIVE TIMES) CONSTRUCTION MACHINERY

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3535 CONVEYOR

3537 TRACTOR

3540 MACHINE PARTS

3542 TIRE MAKING MACHINERY

3545 (COUNT TWICE) CUTTING TOOLS

3551 FOOD PROCESSING MACHINERY

3555 PRINTING MACHINERY

3559 ION EXCHANGE EQUIPMENT

3562 (COUNT THREE TIMES) BEARINGS

3564 (COUNT TWICE) GENERAL MACHINERY, BLOWER

3569 (COUNT TWICE) BY DRAULIC EQUIPMENT

3573 (COUNT THREE TIMES) COMPUTERS, PERIPHERALS,

- PRINTER

3576 WEIGHING SCALES

3579 PAPER DISPOSAL MACHINERY

3589 (COUNT TWICE) WATER PURIFICATION EQUIPMENT,

- VACUUM CLEANER

3623 WELDING MACHINERY

3635 CENTRAL CLEANER
3643 TERMINAL
3645 LIGHTING FIXTURES
3662 (COUNT THREE TIMES) FLIGHT SIMULATOR,
- FACSIMILE, LASER EQUIPMENT
3674 INTEGRATED CIRCUIT
3675 CAPACITOR
3679 (COUNT THREE TIMES) PRINTED CIRCUIT,
- VARIABLE REGISTER, ELECTRONIC COMPONENTS

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3693 X-RAY EQUIPMENT
3699 METAL ENCLOSURE
3811 VACUUM APPARATUS
3823 (COUNT FOUR TIMES) LEVEL CONTROL, ELECTROLYSIS
- EQUIPMENT, THERMOCOUPLES
3824 PRESSURE GAUGE
3829 (COUNT TWICE) WEATHER EQUIPMENT, ELECTRICAL
- VIBRATION TESTER
3832 OPTICAL COMPONENTS
3841 (COUNT FIVE TIMES) MEDICAL EQUIPMENT
3842 (COUNT FOUR TIMES) MEDICAL DISPOSALS
3843 DENTAL SUPPLIES
3991 WINDOW CLEANING TOOLS
3999 CARPET GRIPPER
8911 ENGINEERING EQUIPMENT

3. THE VSMF WAS DEMONSTRATED AT THE INTERNEPCON '78
SHOW, A MAJOR ELECTRONIC COMPONENT AND EQUIPMENT TRADE
FAIR, FROM JANUARY 25 TO 28 AT HARUMI INTERNATIONAL
FAIR GROUNDS IN TOKYO. THE BOOTH WAS MANNED BY A
U.S. TRADE CENTER STAFF MEMBER AT ALL TIMES, AND THE
VSMF WAS DEMONSTRATED FOR APPROXIMATELY 200 INTERESTED

VISITORS. MANY OF THESE COMMENTED VERY FAVORABLY
ON VSMF AND OTHER EMBASSY COMMERCIAL SERVICES.

4. VSMF USER COMMENTS CONTINUE TO BE FAVORABLE
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OVERALL. HOWEVER, SOME HAVE ASKED WHY CONSUMER PRODUCTS
ARE NOT INCLUDED IN VSMF SYSTEM, AND OTHERS HAVE
EXPRESSED DISAPPOINTMENT THAT VENDORS DO NOT INCLUDE
PRICE INFORMATION IN THEIR CATALOGS. THE NUMBER OF
REPEAT USERS CONTINUES TO RISE, FROM 23 PCT LAST
QUARTER TO 34 PCT THIS QUARTER. WE BELIEVE THIS
DEMONSTRATES THAT VSMF HAS BEEN
RECOGNIZED AS VALUABLE COMMERCIAL TOOL BY A NUMBER OF
JAPANESE BUSINESSES. ADDITIONALLY, TAISEI CONSTRUCTION
COMPANY HAS EXPRESSED INTEREST IN PURCHASING ITS OWN
VSMF SYSTEM AND IS NOW SPEAKING WITH LOCAL IHS
REPRESENTATIVES.

5. USE OF MEDICAL EQUIPMENT FILE CONTINUES TO BE
SIGNIFICANT PERCENTAGE OF TOTAL USE (14 PCT), AND
EMBASSY BELIEVES IT SHOULD BE RETAINED IN FUTURE
PACKAGES IF POSSIBLE.

6. EMBASSY CURRENTLY PREPARING TWO MAILINGS RELATED TO
VSMF AND WILL BE SUBMITTING CLAIMS FOR REIMBURSEMENT
FROM ALLOCATED \$500 IHS DIRECT MAIL BUDGET IN ACCORDANCE
WITH REFTEL, PARA. 1. ONE MAILING IS VSMF PUBLICITY
CAMPAIGN UTILIZING APPROXIMATELY 375 NAMES FROM USDOC
FTI COMPUTER PRINTOUT. THE OTHER MAILING CONSISTS OF
QUESTIONNAIRE TO ABOUT 315 PAST USERS OF VSMF TO ELICIT
"SUCCESS STORIES." RESULTS OF MAILINGS WILL BE INCLUDED
IN NEXT QUARTERLY REPORT. MANSFIELD

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Message Attributes

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Secure: OPEN
Status: NATIVE
Subject: VSMF QUARTERLY EVALUATION: TOKYO
TAGS: BEXP, JA
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/f6ab01b0-c288-dd11-92da-001cc4696bcc
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